

Subject: Subscriptions to "Avocations"
+ "Stamps" [mags]

Lindquist, H.L.
[2 W 46th St.]

1937

July 16, 1937

Mr. H. L. Lindquist,
2 West 46th Street,
New York, N. Y.

Dear Mr. Lindquist:

Your favor announcing AVOCATIONS just at hand, enclosing a card with compliments of H. L. Lindquist and also an application blank for AVOCATIONS.

I do not know whether you intend to put me on the free list or not. If not, I desire to subscribe to AVOCATIONS and also renew subscription to STAMPS that has been coming in the name of Robert Robertson, at this address. He died a while ago, but I desire STAMPS to be sent to me now in my name.

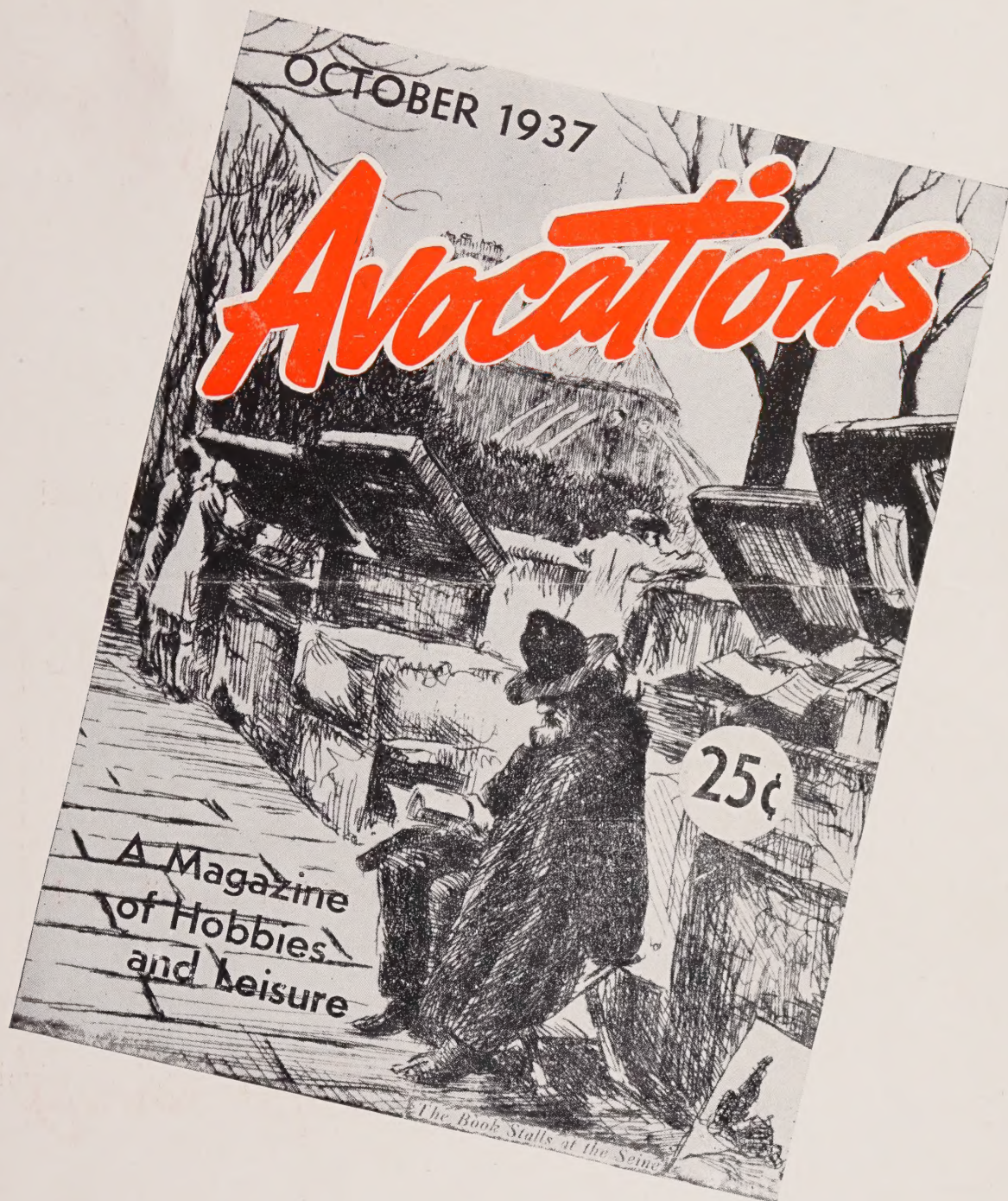
If I am on the free list for AVOCATIONS, please enter the subscription for this magazine in the name of William L. Clark, % American Numismatic Society, Broadway at 156th St., New York City. I am herewith enclosing a check for \$3.00 to pay for these two subscriptions. If this does not cover Mr. Clark's subscription, please send him to the above address an application or a bill for AVOCATIONS.

Very truly yours,

Curator

HW ks
encl.

COMPLIMENTS OF
H. L. LINDQUIST
NEW YORK



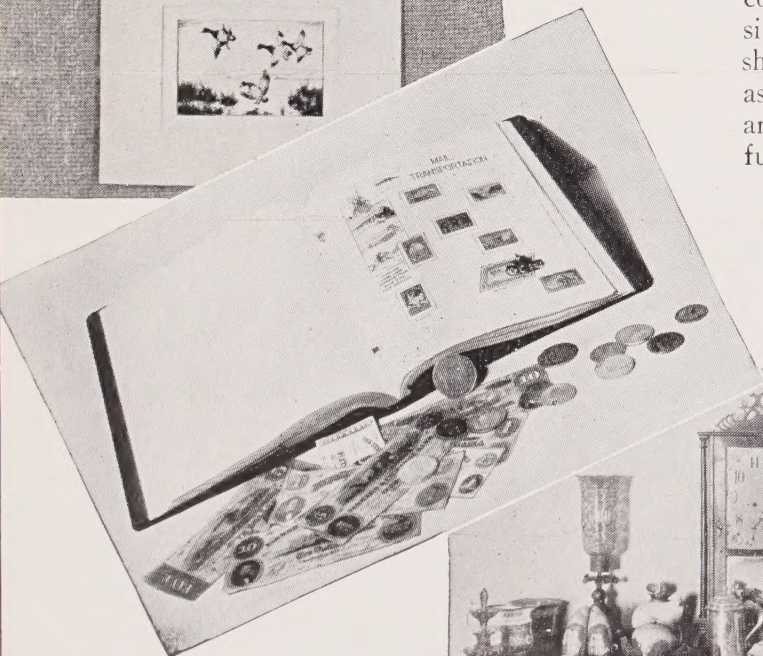
Announcing

AVOCATIONS

THE MAGAZINE OF LEISURE AND HOBBIES

THE brilliant new monthly magazine that treats wisely invested leisure as a Fine Art. That gives a new zest to the cultural hobbies. . . . With a distinguished list of contributing authorities on each of its various fields and interests!

Ably Edited . . . Beautifully Printed . . . Utterly Different!



Graphic—
Fascinating—
Utterly Different

Avoca
A MAGAZINE OF

PHOTOGRAPHY AND TRAVEL (As Connected with Collecting). Photographers Paradise—a Trip through Mexico. A Collector Tours through New England. An Exciting Visit to the West Indies. How a collector can get multiplied value, colorful new interests, from his travel.

For the Cultured Hobbist!

BOOKS AND AUTOGRAPHS. Typical subjects featured under *Books*: Collectable contemporary authors—the classics of the future. How to select the right modern first editions. New and old books distinguished by the unusual beauty of their printing—the work of leading typographers and designers. Interesting, valuable history of printing, from earliest days. Under *Autographs*: Many individual items of unusual historical importance—interesting groups such as the Governor Morgan Collection, autographed franks on letters, etc.

Distinguished Contributors!

FINE PRINTS AND ETCHINGS. A guide and mentor to the intelligent appreciation of both classic and modern. The finest European work. Currier & Ives. Sporting, Flower prints. The best current selections.

Terse—Timely—Authoritative!

STAMPS AND COINS. Articles for the advanced collector in both fields. The historical and pictorial sides will be stressed; such as the collection of miniature sheets; Zeppelin Stamps; Development of the Airplane as shown in stamps; connection between photography and autographs with stamps. Numismatics will be fully covered by the leaders in this branch.

Beautifully Printed

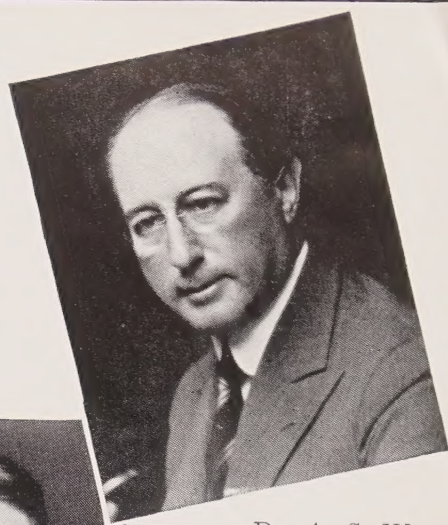
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ANTIQUES AND GLASS.

Specialty groups available to collectors, such as glass paper weights and ink-wells; Toby jugs, pressed glass, Foreign, Early American; Windsor Chairs—valuable and unusual data with every issue.

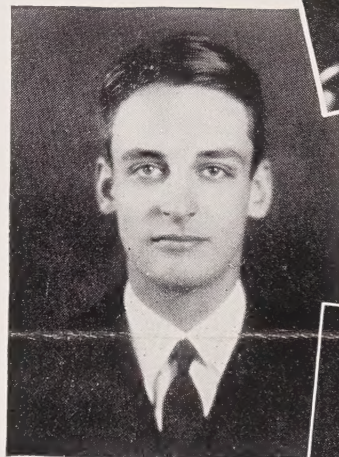
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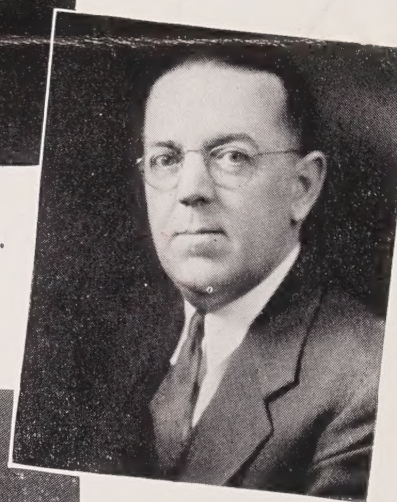
Dr. A. S. W. Rosenbach

FREDERICK B. ADAMS, JR., Associate Editor "The Colophon". Editor of popular department "The Crow's Nest".



Frederick B. Adams, Jr.

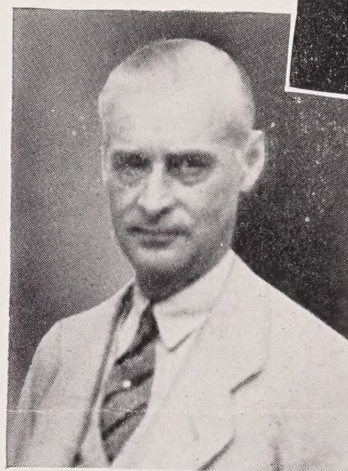
JOHN TAYLOR ARMS, President American Society of Etchers. Regarded as one of the leading etchers in the United States.



John F. Winterich

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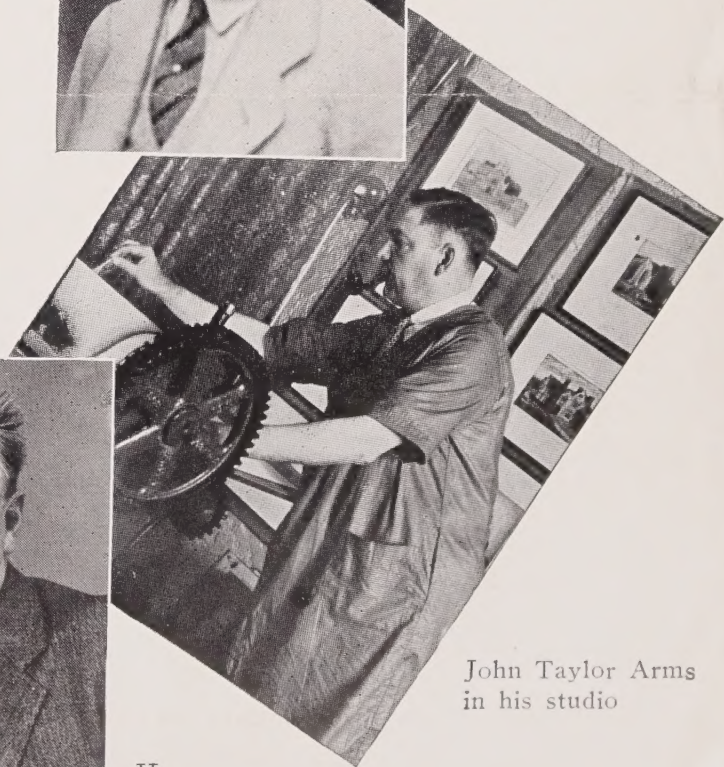


Left—
G. W. Lyon

JOHN F. WINTERICH, author "The Collectors Choice" and other books, Associate Editor "Saturday Review of Literature". Editor "American Legion Monthly". Recognized authority on first editions.

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AVERY STRAKOSCH, who contributes to national magazines, and makes a specialty of writing personality articles about noted persons many of whom are famous collectors.



John Taylor Arms
in his studio

Other well-known contributors will include: F. L. Weiland, Photography and Travel; Harry M. Konwiser, Philately; Edward Stern, Autographs; Edward S. Knapp, Historical Philately; Max Johl, 20th Century Stamps, etc.; Howland Wood, numismatics; David Bullova, 20th Century Coins; etc.



H.
Bedford-Jones

Avocations

Makes Leisure a Thrilling Adventure!

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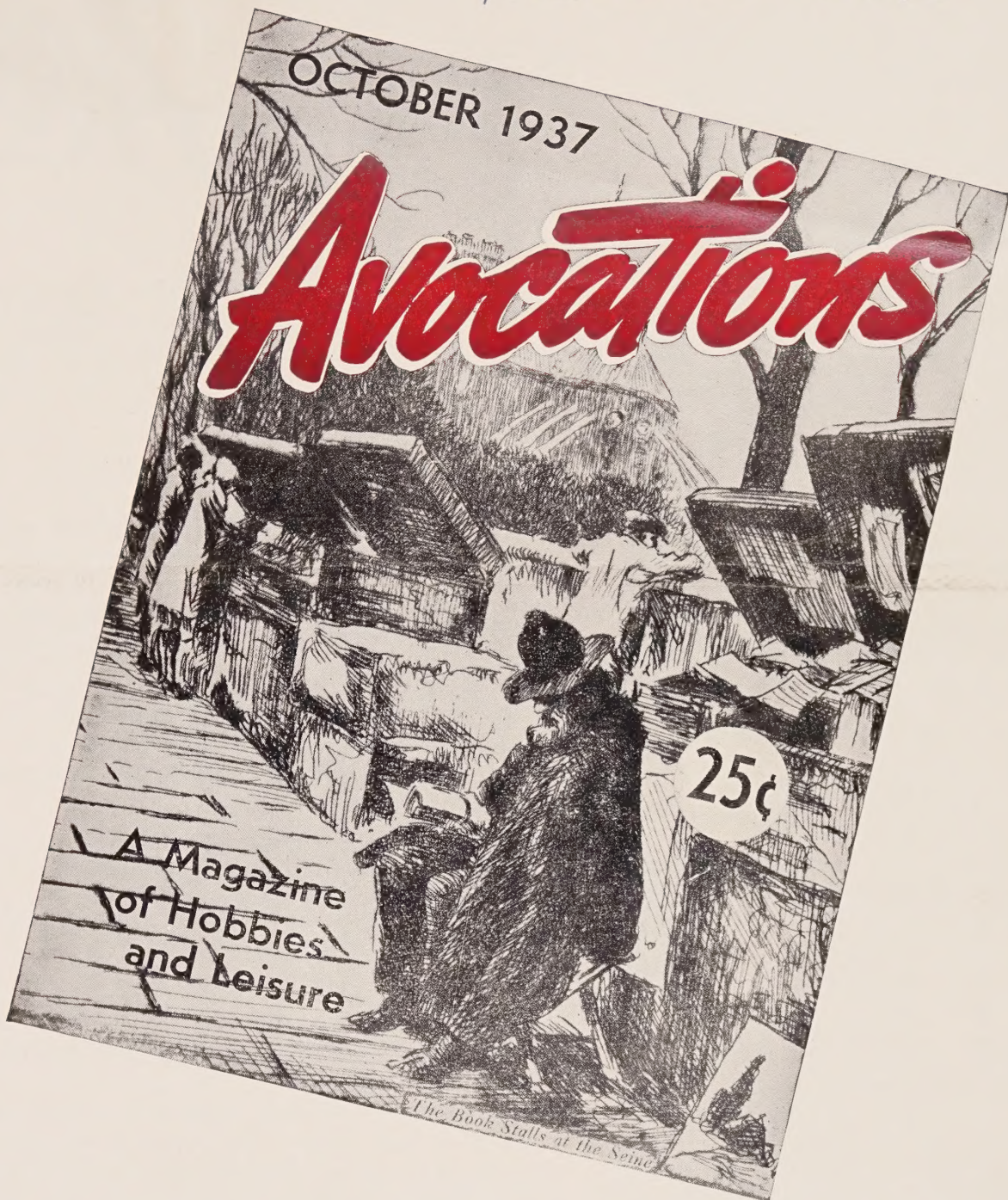
So that you won't miss a single issue—we urge your prompt acceptance of this pre-publication invitation. The subscription blank and self-addressed envelope enclosed are for your convenience. Please use them today.

H. L. LINDQUIST, *Publisher*

2 WEST 46TH ST.

NEW YORK, N. Y.

Medallion 3-3715



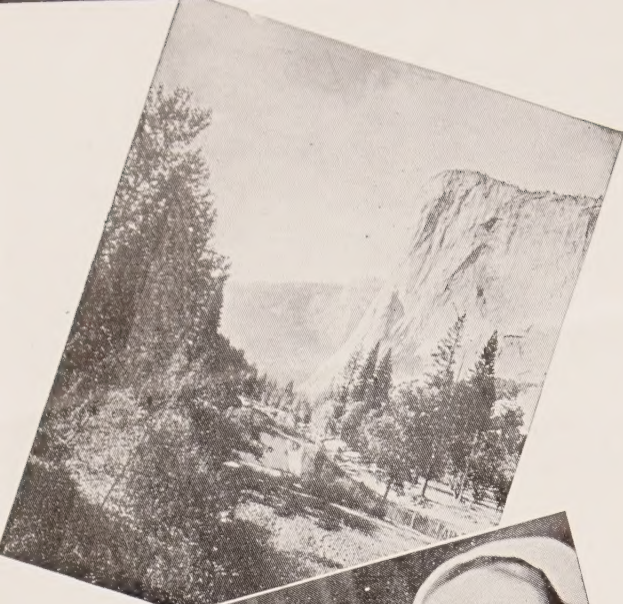
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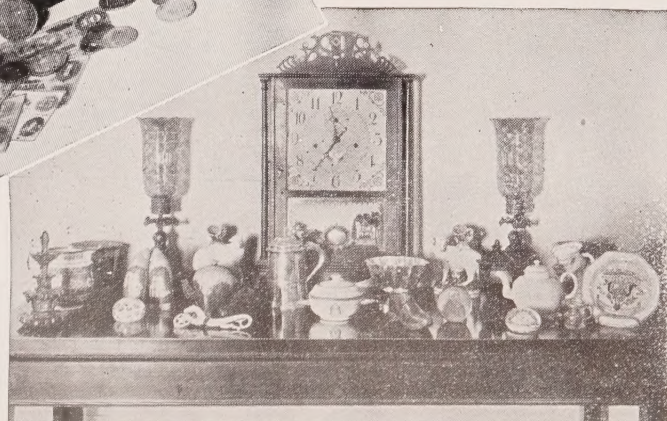
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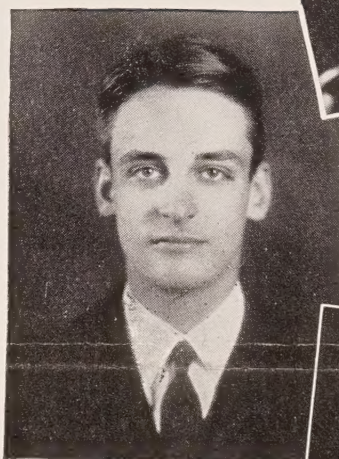
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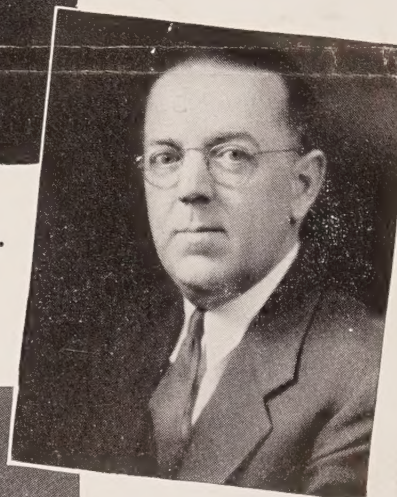
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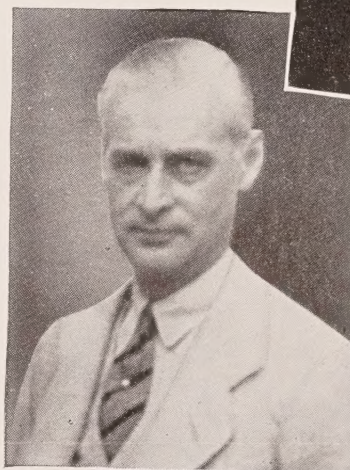
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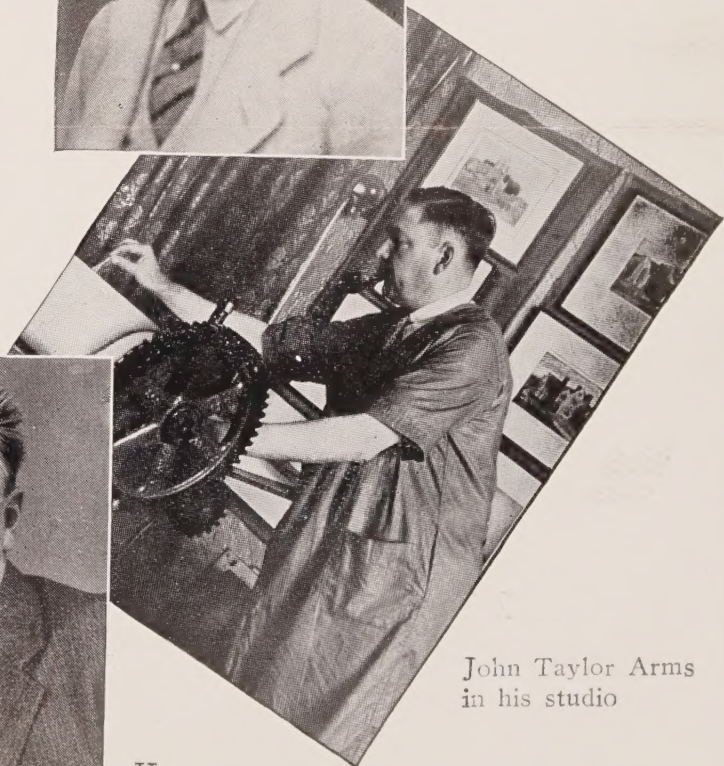
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H. L. LINDQUIST, *Publisher*

2 WEST 46TH ST.

NEW YORK, N. Y.

H. L. LINDQUIST

PUBLICATIONS

2 WEST 46TH STREET NEW YORK, N. Y.

Dear Subscriber to STAMPS:

We knew that 80% of the readers of STAMPS had some other hobby, based upon a survey we made some months ago, and as a result we felt that a substantial number of them would welcome our new magazine, AVOCATIONS.

However, we were totally unprepared for the overwhelming response that we received from our folder, and we want to thank every one of you for this splendid cooperation.

AVOCATIONS is going to be even better than our announcement showed, for any number of writers--leading experts in their various fields--have come to our assistance with remarkably interesting articles.

In the first place, AVOCATIONS will have a very respectable Stamp Section, with interesting articles on many featured subjects. All of the other topics besides Stamps will be written up in an interesting way, so that they will appeal to any person who just wants to keep abreast of the world of hobbies and leisure. The articles on Books, Prints, Etchings, Coins, Antiques, Glass, Travel, Photography, and Collecting generally will be written in a manner that will appeal even though you don't collect the particular items mentioned.

Not only have we secured a large number of yearly subscriptions, but many of our readers, knowing of our Booster List in STAMPS, have written to ascertain if we intend to do something similar with AVOCATIONS. We certainly do, and to every subscriber for a Pioneer Booster Subscription, of 5 years at \$10.00, we are sending a beautiful etching that can be secured in no other way, and in addition we want their photographs and a brief outline of their collecting activities, so we can run a page or two of their pictures in our first issue.

A number of our readers have also sent us copy for classified advertisements, of things they want to buy as well as things they want to sell, and we believe that this department is going to be productive.

But even more than that, quite a few of our friends who have products that appeal to a cultured clientele, are writing us about them. Right at the start, we welcome any advertisements that appeal to our field, although later we may be forced to limit new advertising to the subjects covered in the magazine. However, any one who starts in with us with our first issue will always be privileged to use the magazine as long as he wishes.

It is impossible to get the close, friendly assistance in any general medium that you can in a hobby magazine, which is read during the hours of relaxation and with an attention that few other magazines ever secure.

This letter is going to many hundreds who have already sent us a subscription, and to them it is merely a report of progress. To others, it is a cordial invitation to join with us with our first big issue, which will come out in October.

Sincerely yours,

H. L. LINDQUIST, Publisher

Date _____

H. L. Lindquist, Publisher
2 West 46th St., New York, N. Y.

Check the paragraphs that express your wishes:-

- ☐ Sure, I'll subscribe at \$2.00 for a year of AVOCATIONS and a year's extension to my STAMPS subscription.
- ☐ In fact, I'll go a step further and send \$10.00 for 5 years. Send the etching at once, and extend my STAMPS subscription a year. I am sending a photograph of myself and a brief sketch for the list of Pioneer Boosters.
- ☐ I'll even try a classified ad at 10¢ per word, and enclose copy.
- ☐ More than that, I have a product that should appeal to AVOCATIONS subscribers, and will try a display ad.

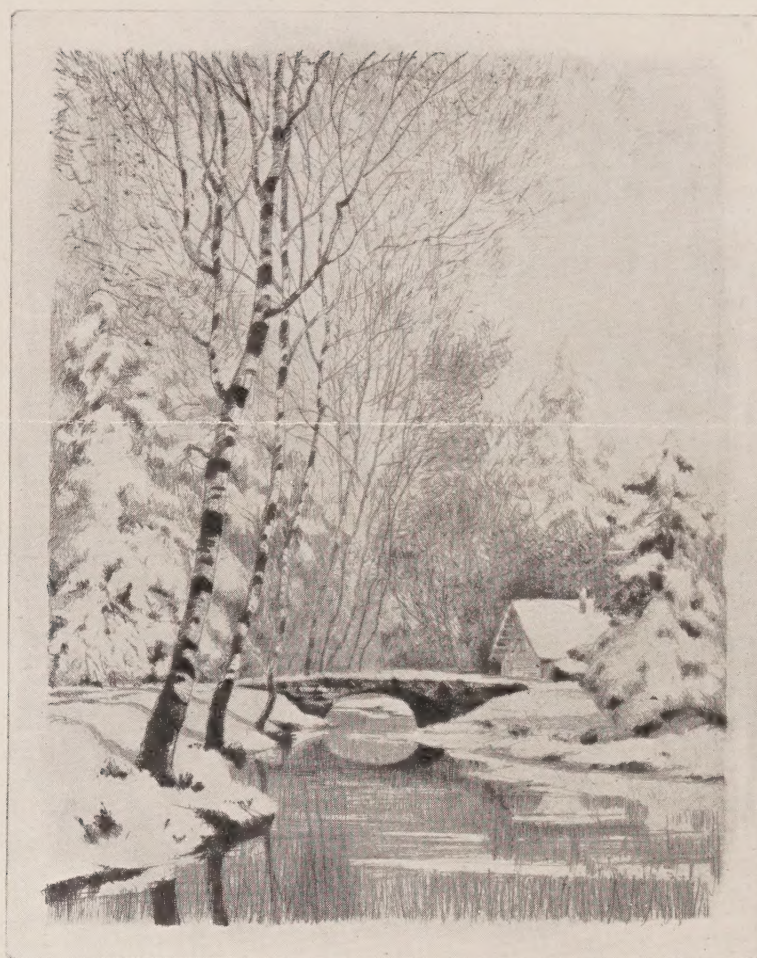
(Signed) _____

(Address) _____

_____(Total Amount Enclosed).

THE
FIRST SNOW

Dry Point
by
Anthony
Thieme



Actual
size
of Plate
8x10 inches

STAMPS Booster Subscription

Renewal Blank

Nº 1552

An original print from Anthony Thieme's plate "The First Snow" has been set aside for each registered renewal blank. The size of the plate is 8x10 inches, and it is ready for framing. Simply attach remittance for \$5.00 to this blank and your subscription will be extended for 5 years and the etching will be sent you at once.

Robert Robertson,
Am. Numismatic Society,
156th St. & Broadway,
New York, N. Y.

1

If address shown is not correct please make necessary changes

R-380
6-27-34

H. L. LINDQUIST

PUBLICATIONS

2 WEST 46TH STREET NEW YORK, N. Y.

A Special Offer

To the Booster Subscribers of STAMPS

When STAMPS was started, we put on a campaign to secure Booster Subscribers, who would send us \$5.00 for 5 years. This was at a time when many of our friends believed that a magazine of this type could not last 5 months, much less 5 years, but one of the most encouraging evidences of support that could possibly have been given us, was the fact that over 2,000 collectors and dealers sent us \$5.00 for a 5-year subscription.

We are now approaching the end of our 5th year, and we have given considerable thought to a suitable token of appreciation which we could give to these loyal friends when the time for their renewal arrived.

We, ourselves, and some of the friends with whom we have discussed the matter, are enthusiastic about the way in which we have solved the problem. We have been fortunate in obtaining from Anthony Thieme of Boston one of the finest plates that he has ever made, called "The First Snow".

A reproduction of this beautiful Dry Point is shown on the attached renewal blank. Its actual size is 8 by 10 inches. These are original, copper-plate etchings, and we are going to send one to each Booster Subscriber who renews for an additional period of 5 years at \$5.00.

The etchings will not be sold at any price, and no one except a Booster Subscriber renewing for an additional 5 years can secure one of them. We hope that you would renew for this period without this inducement but we are happy to have the opportunity of presenting this gift to you.

Please be sure to use the special "STAMPS Booster Subscription Renewal Blank" enclosed, as an etching has been set aside for each blank and all are registered. A stamped addressed envelope is enclosed for your convenience in replying.

Cordially yours,

H. L. LINDQUIST, Publisher

If you have not already sent in your Data Sheet for the next edition of the Blue Book of Philately we hope you will do so at the same time.

Sept. 24, 1937

Mr. H. L. Lindquist,
2 West 46th Street,
New York, N. Y.

Dear Mr. Lindquist:

A week ago I called up your office relative to subscriptions to Avocations. Your secretary, to whom I talked, was unable to give me any information and could not find Mr. Wood's letter in your files. I am sending you herewith a copy of Mr. Wood's letter which must have been received because Mr. Wood has had his check returned from the bank which you deposited on July 21st.

There are two things which we would particularly like to know about. One is, why a copy of STAMPS has been received regularly by Mr. W. L. Clark, as he has no subscription in for this magazine and does not wish any subscription for this magazine. The other question is the exact status of Mr. Wood and Mr. Clark relative to subscriptions for AVOCATIONS. We both desire this magazine.

Will you please let us know how we stand in this matter.

Very truly yours,

Assistant Curator

WLC ks
ENCL.

H. L. LINDQUIST

PUBLICATIONS

2 WEST 46TH STREET NEW YORK, N. Y.

September 30, 1937

Wm. L. Clark
American Numismatic Soc.
Bway. Bet. 155 & 156 St.
New York, N.Y.

Dear Mr. Clark:

Thank you for the details contained in your letter of
Sept. 24th. This enabled us to straighten out matters,
and we believe everything is all right now.

A subscription to AVOCATIONS has been entered for your-
self and Mr. Wood, and Mr. Wood's subscription to STAMPS
has also been extended.

We hope you will both enjoy our new periodical very much,
and anytime you have any suggestions to make, just let us
know.

Sincerely yours,

STAMPS

L. Silver

LS